



# FACT SHEET

## **Mission Statement/Core Purpose:**

The Dermatology Nurses' Association is a professional nursing organization comprised of a diverse group of individuals committed to quality care through sharing knowledge and expertise. The core purpose of the DNA is to promote excellence in dermatologic care.

## **History:**

In 1978, an informal meeting was held to discuss concerns and questions and to seek avenues for further education for dermatologic nursing. This meeting led to increased attendance the next year and finally to the first educational program in 1980. In 1981 nurses from all areas of dermatologic practice met to explore the possibility of forming a professional association of nurses working in the dermatology field. The first official annual convention of DNA was held in 1982. In 1983 the first elected slate of officers was installed. The DNA has grown to over 3,000 members with 26 local chapters. The first issue of DNA's first journal, *Dermatology Nursing*, was published in 1989. The newsletter, *DNA Focus*, a highly informative bi-monthly publication has continued to develop in response to the members' needs.

## **Membership:**

- 3,000+ RNs, NPs, LPN/LVNs, Medical Assistants, Other Associate Members
- Breakdown – 74.5% Nurses, 21.75% Medical Assistants, 3.75% Other
- Categories – Nurse Member, Associate Member, Senior Member, Honorary, Lifetime, Corporate

## **Chapters:**

26 Local Chapters

## **Membership Services:**

- Educational Programs – National and Local
- Communication and Networking with Peers
- Bi-Monthly Newsletter, *DNA Focus*
- Bi-Monthly Journal, *Journal of the Dermatology Nurses' Association*
- Scope and Standards of Practice
- Publication, *Dermatology Nursing Essentials: A Core Curriculum – 2nd Edition (2003)*
- Scholarships, Grants, and Awards
- Dermatology Nursing Certification and Dermatology Certified Nurse Practitioner Certification (administered by DNBCB)
- Continuing Education Provider Accreditation through ANCC
- Interactive Web site with Online Career Center
- Resource Center

## **Organizational Structure:**

- Board of Directors consists of eight members:
  - President
  - President-Elect
  - Immediate Past President
  - Secretary
  - Treasurer
  - 3 Directors

### **Marketing Opportunities For:**

- Corporate Membership
- Annual Convention
  - Exhibit Opportunities
  - Advertising Opportunities in the Program Book
  - Registration Stuffer Program
  - Sponsorship Opportunities (CE and Social)
  - Direct Mail of Convention Attendees
- Summer Meeting
  - Sponsorship Opportunities
- DNA Website
  - Corporate Member Listings and Links
- *Journal of the Dermatology Nurses' Association*
  - Advertising Opportunities
  - CE Article Sponsorships
  - Supplements
- Mailing List of DNA Members
  - Direct Mail Opportunities

### **Corporate Membership:**

Companies are invited to join DNA as a Corporate Member for an annual contribution of \$3,000. Benefits include recognition in the *DNA FOCUS* newsletter, *Journal of the Dermatology Nurses' Association* and on DNA's web site, [www.dnanurse.org](http://www.dnanurse.org). Corporate members receive recognition at the Corporate Reception held in conjunction with the Annual Convention and also receive recognition in the *Convention Program Book*.

### **Annual Convention:**

- Exhibits are open over the course of three days.
- Additional Workshops held in conjunction with the Annual Convention include Phototherapy Workshop, Dermatology Nursing Basics Course, Dermatologic Surgery Core Curriculum, Nurse Practitioner Forum, Cosmetic Dermatology Workshop, Certification Review Course, Wound Care Workshop, and Skin Cancer Workshop.
- 800-1,000 attendees
- Future dates are:
  - 29<sup>th</sup> Annual Convention, March 17-20, 2011, Sheraton San Diego Hotel & Marina, San Diego, CA
- Sponsorship opportunities are available for educational programs.

### **Web Site:**

DNA's website offers membership services, calendar of events, legislative and practice news, convention registration information DNA Career Center and much more. Visit the site at [www.dnanurse.org](http://www.dnanurse.org). Corporate members are linked at no charge.

### **Mailing List Rental:**

DNA makes its mailing list available for rental to companies. Certain qualifications and restrictions apply.

### **For membership or marketing information, please contact:**

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